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**ROB JACOBSON JOINS PLANET GREEN AS
SENIOR VICE PRESIDENT, MARKETING**

Silver Spring, Md. – Rob Jacobson has been named Senior Vice President, Marketing for Planet Green, Discovery Communications’ multiplatform lifestyle and entertainment brand devoted to the environment and living sustainably. Jacobson reports to Laura Michalchyshyn, President and General Manager of Planet Green, who made the announcement.

“The extensive experience and skill that Rob brings to the company makes him a tremendous asset and the newest member of my senior strategy team,” said Laura Michalchyshyn. “Rob’s broadcast knowledge coupled with his agency experience will make a resonant and immediate impact on the brand. I am thrilled that he has joined Planet Green.”

In his new position, Jacobson oversees Planet Green’s marketing, branding, and research strategy. His responsibilities include enhancing the brand’s image and promotion through on-air and off-air channel efforts, as well as working collaboratively to extend the brand holistically to other platforms including online, VOD and mobile by focusing on linear and digital marketing.

Jacobson joins *Planet Green* from *Lifetime Network* where he developed integrated marketing communications programs as the SVP Executive Creative Director. He was responsible for the launch of *Army Wives* which was the highest rated series launch in network history. Previously, Jacobson was the EVP Creative director of G-Whiz Entertainment and the SVP Creative Director of Ogilvy & Mather. Jacobson attended the Newhouse School of Communication at Syracuse University with a major in Advertising and a minor in Creative Writing.

About Planet Green:

Planet Green is the multi-platform media destination devoted to the environment. Launched on June 4, 2008, this brand with a mission is available in 57 million homes. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle. It’s for people who truly want to make a difference in meeting the critical challenge of protecting our environment.

Planet Green and its two robust websites planetgreen.com and TreeHugger.com, offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green’s unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

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